

## **HOLLY ROBINSON PEETE** ***Dedicated to the BabyCal Campaign***

**C**ongratulations to BabyCal celebrity spokesperson Holly Robinson Peete, mother of twins, who is expecting her third baby!

"My husband, Rodney, and the twins are so excited about my pregnancy. Having a baby is a big responsibility so we work together to ensure I keep all of my prenatal care appointments, eat right, and get plenty of rest. It is so important to take good care of yourself. That's why I thank the BabyCal campaign for allowing me to participate in its efforts to encourage pregnant women to take care of their babies even before they're born. Remember, your baby is counting on you," said Holly.



*As a mother of twins, BabyCal spokesperson Holly Robinson Peete who is expecting her third baby, is dedicated to spreading the BabyCal campaign's key messages to expectant moms.*

Who better to talk about the importance of early and ongoing prenatal care for a healthy pregnancy? We asked Holly about her involvement in BabyCal and why this campaign is so important to her.

### **Q. Why did you decide to volunteer your time to the BabyCal campaign?**

A. When I first saw the BabyCal commercials and public service announcements (PSAs) on TV, I thought to myself, 'Wow, that is something I would like to do one day.' I am so pleased that I was able to get this opportunity to tell women about the importance of prenatal care. I hope through my radio and TV PSAs for BabyCal, someone who might not regularly go to the doctor will do so.

*"I was fortunate to bring home my babies but so many mothers do not. That is why it is so important to get early and ongoing prenatal care."*

### **Q. Why did you become a BabyCal spokesperson?**

A. I think it is important for celebrities to use their face to get important information to people who might otherwise not get it. I want to be a vessel for BabyCal to get its messages to women so they can have a healthy pregnancy. I know that a lot

of important information is not disseminated on a regular basis so by volunteering my time to BabyCal, BabyCal's key messages will be given directly to at-risk women.

### **Q. What is the most important advice you can give to pregnant women?**

A. The most important advice I can give is to get prenatal care as soon as possible, don't smoke, drink or do drugs, take prenatal classes such as parenting and breastfeeding classes, eat healthy foods and take your prenatal vitamins. Even if you are thinking about getting pregnant, it is important to be healthy to get the best possible start for your child.

### **Q. What is the most important advice you have for fathers?**

A. It is important for the father to remember that even though they are not pregnant themselves, they still need to follow the same set of rules as the mothers. Setting a good example, whether it is through the foods you eat or exercise, is so important. Fathers need to encourage their wives or partners to get regular prenatal care, eat healthy foods, take prenatal vitamins, especially folic acid, and attend prenatal classes.

*Remember, you can order the Holly Robinson Peete pocket calendar or mini-poster **free of charge** by completing an order form and faxing it toll-free to Source One Direct at (888) 428-6245. Also, the BabyCal PSAs featuring Holly are now being aired on television and radio stations statewide. ♡*

*This edition has a fact sheet in English and Spanish on smoking and pregnancy for you to copy and distribute to your clients and store in your Member Kit.*

# BabyCal Web Site Improvements

After its first year on the World Wide Web, BabyCal has updated its Web site to further enhance your outreach efforts.

New features to the site include:

## CBO Network

New fact sheets available in both English and Spanish were recently added to the CBO Member Kit portion of this section. The new fact sheets include information about:

- ♥ Medi-Cal Presumptive Eligibility
- ♥ Before and During Pregnancy You Need Folate
- ♥ Top Ten Tips for a Healthy Baby
- ♥ Breastfeeding is Essential for Promoting Good Health for Mothers and Babies
- ♥ How to Handle Stress During Pregnancy

The fact sheets are easy to read and printer-friendly so you can print and copy them to distribute to your clients. Please add them to your CBO Member Kit!

## BabyCal News

The latest editions of *BabyCal News* are now on the BabyCal Web site. This section of the Web site is a great resource to catch up on *BabyCal News* issues dating back to 1996 and to learn about current campaign events and information.

## Outreach Materials

Now, you can view all of BabyCal's outreach materials on the Web site before you order them, including brochures, posters, pocket calendars and much more! BabyCal materials and shipping are free of charge.

## Upcoming Events

Be sure to keep up-to-date on new conferences and health fairs that are posted regularly in this section. To find BabyCal's newest additions to the site, look for links with the BabyCal heart and "New" next to them.

Visit BabyCal's Web site at [www.dhs.ca.gov/babycal](http://www.dhs.ca.gov/babycal)



BabyCal's Web site offers CBOs new and updated information on campaign activities.

“Your Web site provided me with so much useful information. I'm new to the campaign and I found out about BabyCal's objectives and the available materials, particularly the Spanish-language materials that we need. That's why I became a BabyCal partner,” said Maggie Rivas of University Physicians Health Care.

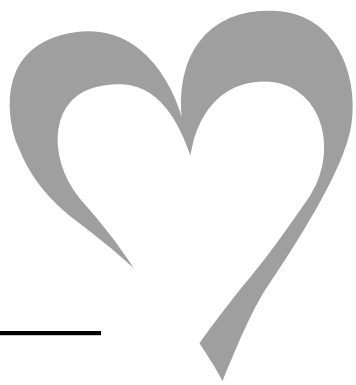
## E-Mail Updates

BabyCal recently began to communicate with CBOs via e-mail. “E-mail Updates” are sent monthly and designed to keep CBOs up-to-date on BabyCal campaign activities. Through e-mail, campaign information is provided to CBOs on health fairs, media partnerships, events and more.

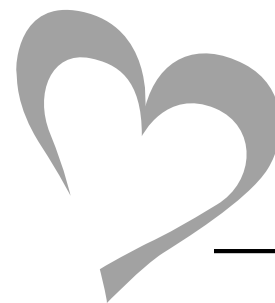
“I like the e-mail updates,” said Kathy Stone of United Indian

Health Services. “It doesn't get lost on my desk somewhere. I can read it quickly and order three BabyCal educational videotapes as a result of the information provided. Thanks!”

To add your e-mail address to our distribution list, or if you have not been receiving the e-mail updates, please contact your CBO coordinator or Dina Friedman at (323) 966-5761.



# You Should Know...



## For the Health of You and Your Newborn – Quit Smoking Now

**W**hen you are pregnant, everything you do affects your baby. So if you smoke, your baby is smoking, too. When you are around others who are smoking, you and your baby also are breathing harmful chemicals.



Cigarette smoke contains more than 4,000 harmful chemicals and when you smoke, these chemicals keep your baby from getting food and oxygen, which can permanently damage your baby's

brain, lungs, heart and blood vessels. By smoking, you increase the chances of having a miscarriage or having a premature or low birthweight baby.

Smoking near your newborn is also harmful. Babies that breathe secondhand smoke are more at risk of developing many illnesses, including asthma, bronchitis, pneumonia and other lung diseases, as well as an increased risk of Sudden Infant Death Syndrome (SIDS). The chemicals in cigarette smoke can also reduce your supply of breast milk or enter your breast milk, causing colic, vomiting, diarrhea or fast heartbeats.

In addition to medical problems, statistics show that children whose mothers smoked during and after pregnancy are much more likely to have learning problems later in life than children whose mothers did not smoke.

Now that you know the dangers of smoking, it's time to quit. Not only will quitting benefit your baby, it will give you more energy, which you're going to need. It will also help you breathe easier, reduce coughing, make your food taste better and save you money.

At first, quitting may seem overwhelming, but it is the best decision for you and your baby. Here are a few tips to help you quit:

- Take one day at a time. Each day tell yourself, "I am not going to smoke today!"
- Stay positive.
- Avoid reminders of smoking. Throw out all cigarettes.
- Drink 6 to 8 glasses of water a day and avoid caffeine, which can make you crave smoking.
- Keep low-calorie, healthy snacks handy. Chew sugarless gum or eat celery and carrots.
- Keep your hands busy. Knit a blanket. Make a baby album. Read or play with your baby.
- Ask for support from your family, friends and health care provider. Ask a friend or partner to quit with you. Ask others not to smoke around you.
- Do not let anyone smoke in your home.
- Even if you can't totally quit, give your baby a better chance by cutting back.
- Most of all, reward yourself for not smoking. Remember, a smoke-free you is the best gift to your baby -- and yourself!

There are programs that can help pregnant women and those thinking of becoming pregnant. Local clinics, county agencies or community-based organizations are excellent resources, or call 1(800) LUNG-USA.

*Sources: Department of Health Services' Tobacco Control Section, American Lung Association [www.lungusa.org](http://www.lungusa.org), "Smoke Free Families: Innovations to Stop Smoking During and Beyond Pregnancy" by Cathy Melvin, PhD, M.P.H., Director of National Dissemination Office for Health Services Research, and American Legacy Foundation: Initiative on Women and Smoking.*

# Usted debe saber...

## Por su Salud y la de su Bebé – Deje de Fumar Ahora

**D**urante el embarazo, todo lo que usted hace afecta también a su bebé. Por eso, si usted fuma, su bebé también lo hace. Además, cuando está alrededor de otras personas que fuman, usted y su bebé están respirando químicos perjudiciales.



El humo del cigarrillo contiene más de 4,000 químicos perjudiciales y cuando usted fuma, estos químicos no dejan que su bebé obtenga alimento ni oxígeno, lo cual puede dañar el cerebro, los pulmones, el corazón y los vasos sanguíneos del bebé para

toda la vida. Al fumar, usted aumenta su riesgo de perder a su bebé o que nazca prematuro o de bajo peso.

El fumar cerca de su recién nacido es igualmente dañino. Los bebés que respiran el humo de otros fumadores tienen mayor riesgo de desarrollar muchas enfermedades, incluyendo asma, bronquitis, neumonía y otras enfermedades pulmonares, así como también un mayor riesgo de que ocurra el Síndrome de Muerte Infantil Repentina (SIDS). Los químicos del humo de cigarrillo pueden también reducir la cantidad de su leche materna o entrar en su leche causando cólico, vómito, diarrea o acelerar los latidos del corazón.

Además de problemas médicos, las estadísticas demuestran que los niños de madres que fumaron durante y después del embarazo, tienen más probabilidad de tener problemas de aprendizaje en su vida que aquellos niños cuyas madres no fumaron.

Ahora que usted conoce cuáles son los peligros de fumar, es hora de dejarlo. El dejar de fumar no sólo beneficiará a su bebé, pero también le dará más energía, la cual usted va a necesitar. Además, le ayudará a respirar más fácilmente, a reducir la tos, a saborear mejor su comida y a ahorrar dinero.

Al comienzo, dejar de fumar puede parecer abrumador, pero recuerde que es la mejor decisión para usted y su bebé. Los siguientes son algunos consejos para ayudarlo a dejar de fumar:

- Tómelo paso a paso. Cada día dígame a usted misma, “¡hoy no voy a fumar ni un poquito!”
- Manténgase positiva.
- Evite cosas que le recuerden de fumar. Tire a la basura todos sus cigarrillos.
- Beba 6 a 8 vasos de agua cada día y evite la cafeína, la cual puede causarle antojo de fumar.
- Mantenga a la mano bocaditos saludables y de bajas calorías. Mastique chicle sin azúcar o coma apio y zanahorias.
- Manténgase ocupada. Teja una cobija. Empiece el álbum de fotos del bebé. Lea o juegue con su bebé.
- Pida apoyo a su familia, amigos y a su médico. Pídale a una amiga o a su pareja que dejen de fumar juntos. Pida que otras personas no fumen a su alrededor.
- No permita que nadie fume en su casa.
- Aún cuando no pueda dejar de fumar totalmente, reduzca la cantidad de cigarrillos que fuma. Hágalo por su bebé.
- Y sobre todo, regálese algo a usted misma por dejar de fumar. ¡Recuerde, dejar de fumar es el mejor regalo para su bebé – y para usted!

Hay programas que pueden ayudar a las mujeres embarazadas y aquellas que piensan quedar embarazadas. Para más información, comuníquese con las clínicas locales, agencias del condado u organizaciones comunitarias, o llame al 1 (800) 586-4872 (LUNG-USA).

*Fuentes: Departamento de Servicios de Salud Sección de Control de Tabaco, American Lung Association [www.lungusa.org](http://www.lungusa.org), “Smoke Free Families: Innovations to Stop Smoking During and Beyond Pregnancy” por Cathy Melvin, PhD, M.P.H., Directora del National Dissemination Office for Health Services Research, y American Legacy Foundation: Initiative on Women and Smoking.*

## CBO Spotlight

# Northern California - River City Medical Group

Contact: Josephine Leung, Director of Marketing – (916) 641-2016

**R**iver City Medical Group (RCMG) and its provider partners dedicate themselves to bringing a high level of medical services to the ever-growing diverse population of Sacramento. Since 1992, they have bridged the gap between mainstream health care and ethnic-minority populations, such as the Asian community.

“Many underserved ethnic minorities have a tendency to avoid medical care until something is wrong,” said Josephine Leung, director of marketing. “We want to educate them now so that they can make sure the next generation is healthy and knowledgeable about the importance of early and ongoing medical and prenatal care. BabyCal helps us do this with multilingual materials.”

In 1993, RCMG merged with QualCare Medical Group to increase its number of primary care providers. In 1996, they partnered with Foundation Health Care (now Health Net), a prepaid health plan, serving both inpatient and outpatient needs. With the joining of health organizations like Molina in 2000 and the Healthy Families Program in 2001, RCMG has strengthened and broadened its services to Sacramento’s low-income community. Today, 120 primary care physicians provide services to a much broader patient base in Sacramento and surrounding counties.

Last year, more than 1,000 pregnant women and their families utilized RCMG’s prenatal care services. With a 60 percent Asian client base, RCMG has had an opportunity to put the BabyCal materials to good use through its provider partner offices. “The Top Ten Tips are wonderful,” says Leung. “Clients are given an in-

*“We want to educate our clients now so that they can make sure the next generation is healthy and knowledgeable about the importance of early and ongoing medical and prenatal care. BabyCal helps us do this with multilingual materials.”*



(From left) Latanya Fain, Lydia Ayres, Josephine Leung and Kim Casjens of River City Medical Group provide health care to ethnic-minority populations in the Sacramento-area.

language brochure and the tips during their first meeting with a provider.”

Fluent in Chinese, Leung has experienced firsthand how the BabyCal materials are helpful. “I had a client who experienced a miscarriage,” Leung said. “The doctor was unable to communicate with her because he did not speak Chinese. When the doctor called me and I met with the client, she was terribly underweight and

unhealthy. I explained what happened and reassured her that she could in fact get pregnant again. After that, we talked about prenatal care and her diet. The Chinese-language brochure was

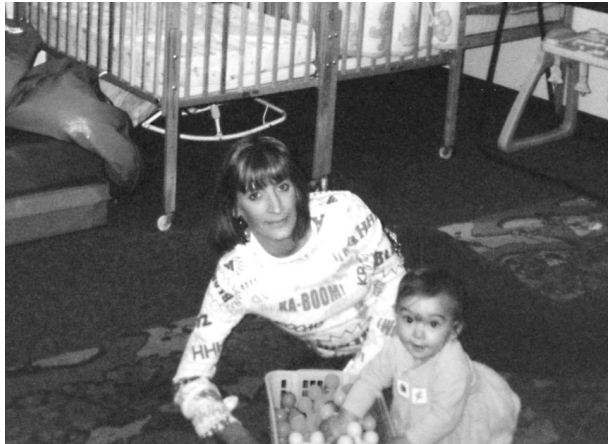
instrumental in helping me to reinforce the prenatal care message. It was then that I realized how important the BabyCal campaign is to our clients.”

## Testimonial

### **Getting Help Was the Best Thing I Did for My Baby**

**Michelle Tindall, Riverside County Substance Abuse Program - MOMS Program**

**A**t 40 years old, Michelle Tindall knew she was at an even higher risk of having complications during pregnancy, especially since she used drugs. Looking back, Michelle recalled feeling overwhelmed and concerned about the negative effects drug abuse could have had on her baby and her life. "It scared me knowing that I could lose my child," Michelle said. "I knew it was up to me to do something."



*Michelle Tindall (left) made sure her baby, Cassandra, got a healthy start in life by quitting drugs with the help of the Riverside County Substance Abuse Program - MOMS Program.*

Michelle was able to take the first step toward a healthy pregnancy and a drug-free life by seeking help from the Corona Substance Abuse MOMS Program, a program run by the Riverside County Department of Mental Health and Substance Abuse. There she received a great deal of support through parenting classes, drug and alcohol education, and counseling.

MOMS also provided Michelle with materials on nutrition and healthy behaviors, including information from the BabyCal brochures. Michelle was determined to put these materials to good use. "We provided her with information and support, but it

was Michelle who decided to do the right thing," said Stephanie Marsh, MOMS counselor.

As an older mom, Michelle knew that she was at greater risk for complications during pregnancy so she took good care of herself. "I learned that if I kept my doctor's appointments, ate right, managed stress and stayed away from drugs, I could have a healthy baby," said Michelle.

Now, Michelle tells young women in the program about the importance of staying away from drugs and getting help. "Like it

says on the BabyCal television ads, help is available. Just call 1-800-BABY-999," said Michelle. "The MOMS program changed my life."

Her determination allowed Michelle to graduate from the MOMS Program and start a better life for her family. "Accepting help was the best thing I did," said Michelle.

Congratulations to Michelle, who gave birth to a healthy 8.7 pound baby girl, Cassandra, on May 7, 2001.

### **BabyCal Educational Videotape - Reaching Out to Your Clients**

**W**ith the support of the BabyCal CBO Network, the BabyCal campaign developed a 60-minute educational videotape entitled, "BabyCal Celebrates Ten Years of Caring for California's Babies - A Healthy Baby Starts With Prenatal Care." The tape was created to help CBOs teach their clients about the importance of prenatal care and healthy behaviors during pregnancy.

Many CBOs have found the educational videotape increases clients' interest in getting prenatal care and in promoting it to their friends and loved ones.

"It's a great way to provide prenatal care information," said Kiljuana Wafer of Hawthorne Medical Clinic. "Clients have commented that the videotape contains information that



answers common questions about pregnancy and possible complications."

Other CBOs have found the videotape to be a great addition to their prenatal care classes. "We like the video very much," said Debra Novak of March of Dimes Los

Angeles. "I use it in our teen pregnancy program and maternity classes." The videotape can also be shown in waiting rooms, where clients have a chance to learn about prenatal care while they wait for their appointments.

CBOs can order up to three copies of the educational videotape **free of charge**. To obtain an order form and usage agreement, please contact your CBO coordinator or Jennifer Hex at (323) 966-5644. To place an order, please fax your order form and usage agreement to Jennifer at (323) 782-8190.

# ***Black Infant Health Week – Expanding Community Awareness***

**B**lack Infant Health (BIH) week, held February 17-23, brought attention to issues affecting the health of African-American infants. Throughout California, CBOs hosted events and programs during and after BIH week, which expanded community awareness and aimed to reduce African-American infant mortality and low birthweight rates. Some of the BIH programs that are making a difference in the African-American community included:

## **Great Beginnings for Black Babies**

Based in Los Angeles, Great Beginnings for Black Babies (GBBB) has found success in changing attitudes and building support through social activities and empowerment programs. Recently, GBBB hosted “A Soulful Tea from the Heart” in support of healthy black babies and their families. The event was free of charge to the public and offered a mix of food, fun and information about black infant health issues and services.

## **Healthy Alternatives for Babies**

Healthy Alternatives for Babies, based in San Jose, brought in outside health care experts adding variety to a seven-week life skills program. This program gives pregnant women the opportunity to discuss various health topics, such as Sudden Infant Death Syndrome (SIDS), nutrition and substance abuse, with providers who serve their community.

## **Solano County Black Infant Health**

Solano County Black Infant Health created an entertaining way to spark public awareness. It presented the play “Myisha’s Baby

Shower,” which dealt with issues faced by a young African-American woman during her pregnancy. The play was written and directed by BIH staff, with participation from the community, and received a Maternal and Child Health award for delivering the message in a creative way.



## **Black Infant Health**

### **Pasadena Public Health Department, BIH Program**

The Pasadena Public Health Department, BIH Program makes it a point to say “thanks.” Its annual “Dare to Make a Difference” awards luncheon, held every November, recognizes women who complete the BIH program and honors members of the community who provide support. These members include individuals or companies such as Southwest Airlines, Ritz Carlton Hotel and Souplantation who volunteer or make donations to BIH.

### **“Babies First Program”**

As part of Fresno’s BIH Program, the “Babies First Program” has provided prenatal care services to more than 3,000 women since the program started in 1997. This program was introduced to reduce infant mortality and offers such services as breastfeeding and nutrition classes. It also offers home visit assistance to clients.

These outreach activities largely contribute to the consistent increase in African-American women who participate in prenatal care programs, as well as the decline of the infant mortality rate among California’s African-American population. To learn more about the Black Infant Health Program, visit <http://www.mch.dhs.ca.gov/programs/bihp/bih.htm>.

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## ***Providing a Special Place for Moms to Breastfeed***

**T**here’s no doubt that breastfeeding provides many benefits to both mom and baby. However, reports by the La Leche League show that many women are having a difficult time finding enough privacy to breastfeed in public settings. BabyCal would like to encourage community-based organizations to offer a private place for moms to breastfeed their babies.

Breastfeeding in public can be uncomfortable. This discomfort can cause moms to postpone breastfeeding or miss important appointments. “Why not wait until they get home?” some would suggest. The answer is simple: hungry babies will not wait.

Many moms complain that available places to breastfeed their babies while away from home, such as their car or bathroom stalls, are often uncomfortable and unsanitary. Some babies do not like their faces covered by blankets, which is sometimes necessary for privacy.

Breastfeeding is very important and, according to the American Academy of Pediatrics, should be done for one year. Try to make a designated breastfeeding area as comfortable and as private as possible. You can offer a room with a couch or rocking chair or, if space is an issue, an office and/or lounge area that faces away from public view.



On January 1, 2002, a new law took effect requiring employers to make a reasonable effort to find space for employees to breastfeed, other than a toilet stall, and give them enough break time to pump milk. By providing a place for women to feel safe to breastfeed, organizations are helping to remove a barrier that keeps women from continuing to breastfeed.

Though some women would like privacy, the goal is not to force moms into a separate room if they choose to breastfeed their babies in public. Posting signs will inform mothers with infants that breastfeeding space is available, and also informs the public that your organization supports breastfeeding as a healthy choice.

# BabyCal Visits CBOs Statewide

Thank you to the BabyCal Network CBOs for allowing us to do site visits.

## Southern California CBO coordinator

Tania Watson visited:

### CBO

### REPRESENTATIVE

Centro de Cuidado Prenatal at Mission Hospital, Huntington Park	Mary Barron/Carolina Perez
Clinica Medica Familiar, Huntington Park	Rosie Avila
Riverside County Perinatal Outreach and Education, Riverside	Patricia Douglas
Riverside County Substance Abuse/MOMS Program, Riverside	Stephanie Marsh

## Southern California CBO coordinator

Pamela Coe visited:

### CBO

### REPRESENTATIVE

Riverside County Office of Education, Riverside	Patricia Douglas
Riverside County Substance Abuse/MOMS Program, Riverside	Stephanie Marsh

## Northern California CBO coordinator

Nadine Roberts Cornish visited:

### CBO

### REPRESENTATIVE

Caring for Women – Mendocino Coast District Hospital, Mendocino	Kitty Wickman
Gateway High School – Alternative Education, Fresno	Linda Lindstrom
Planned Parenthood Mar Monte, Fresno	Esther Torres

## Northern California CBO coordinator

Lori Goodwine visited:

### CBO

### REPRESENTATIVE

El Dorado County Health Department, El Dorado	Phyllis Goldie, Sue Stillings
Healthy Moms and Babies, Napa	Cindy Goodale
Sacramento Urban Indian Health Project, Inc. (SUIHP), Sacramento	Shelly Zimmer

The **wipe-off magnets**, in English and Spanish, are now available! To place an order, complete the enclosed order form and fax it toll-free to **Source One Direct at (888) 428-6245**.

## Corrections

In the Fall '01 *BabyCal News* testimonial article titled "How BabyCal Helped Me," the person pictured with new mom Elna Samontanas is Julianna Cabrales, prenatal education/community health worker, not Rosemary Pineda. In the AIM Program article, the correct contact number for San Diego and Imperial Counties is (858) 492-4422.

## Welcome, New BabyCal CBOs

BabyCal welcomes 16 new CBOs to the statewide BabyCal Network of more than 550 organizations.	<ul style="list-style-type: none"> <li>♥ Family Resource Center – Yolo</li> <li>♥ Healthy Moms &amp; Babies – Napa</li> <li>♥ Moreno Valley Clinica Medica Familiar – Riverside</li> <li>♥ Moreno Valley WIC Program – Riverside</li> <li>♥ Our Family Medical Clinic – Los Angeles</li> <li>♥ Prospect High School – Butte</li> <li>♥ Tarzana Treatment Center – Los Angeles</li> <li>♥ Visalia Medical Clinic – Tulare</li> <li>♥ Women of the Most High – Sacramento</li> <li>♥ Youth and Family Services, Inc. – Solano</li> </ul>
♥ American Indian Child Resource Center – Alameda	
♥ Bay View Women's & Family Clinic – San Diego	
♥ Birth & Beyond – Sacramento	
♥ CAL Health California Collaborative – AIM – Los Angeles	
♥ Caring for Women - MCDH – Mendocino	
♥ Department of Public Health - MCH/BIH – Kern	

## Contact Information

BabyCal would like to welcome Pam Coe, new Southern California CBO coordinator.

### CBO Coordinators

Northern California:

Nadine Roberts Cornish .....	(916) 925-7816
Lori Goodwine .....	(916) 446-2842

Southern California:

Tania Watson.....	(661) 297-0048
Pamela Coe.....	(714) 637-5421*

\*Please note that Pam has a new phone number.

### Hill and Knowlton

6500 Wilshire Blvd., 21st Floor  
Los Angeles, CA 90048  
Contact: Dina Friedman (323) 966-5761 Fax: (323) 782-8190  
E-mail: BabyCal@dhs.ca.gov

### California Department of Health Services

714 P Street, Room 1440  
Sacramento, CA 95814  
Contact: Tyra Allen (916) 654-0224 Fax: (916) 654-3653  
E-mail: BabyCal@dhs.ca.gov

Visit BabyCal's Web Site: [www.dhs.ca.gov/babycal](http://www.dhs.ca.gov/babycal)

## Ordering Information

Outreach materials continue to be available to CBOs **free of charge**. CBOs may order BabyCal campaign outreach materials by completing an order form and faxing it toll-free to **Source One Direct at (888) 428-6245**.

Orders are filled and shipped at no cost to you within three to five business days after receipt of your request. You may obtain an order form on the BabyCal Web site or by contacting your CBO coordinator. If you have any questions regarding your order, please contact Dina Friedman of Hill and Knowlton at (323) 966-5761.

For questions, special orders or a CBO Member Kit, please contact your CBO coordinator or Dina Friedman at (323) 966-5761. The CBO Member Kit is designed to support your client education and outreach efforts and provides a place to store your BabyCal informational materials.